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GOVERNOR

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OFFICE OF THE GOVERNOR
LANSING

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Governor Granholm Announces Michigan Tourism Initiative *Preview Governor's Travel Michigan Media Tour*

LANSING – State officials and tourism industry representatives met today to hear Governor Granholm preview her plans for promoting in-state tourism with a week-long media tour and public service announcement (PSA) campaign.

“Michigan citizens spend millions of dollars every year on travel outside of our two peninsulas. With so much to see and do right here in own backyard, we have thousands of reasons to spend those dollars here at home,” Granholm said. “Traveling in Michigan is good for our economy – and it’s a great way to get reacquainted with this amazingly diverse state we call home. During the first week in June, we’ll be highlighting just a few ideas to help people start their vacation planning. We have only six days, but there’s enough to see and do for 52 weeks worth of fun – this is the first stop in the tour.”

Each day the week of June 1 - 6, 2003, will find the Governor in a different part of Michigan, highlighting a sampling of attractions and recreational opportunities that Michiganians might include in their vacation planning. The week-long travel promotion initiative will feature two to three daily stops at various attractions, landmarks, museums, events, restaurants, and other state destinations ideal for summer travel.

Travel Michigan also announced that to encourage Michiganians to vacation in-state, the Governor will appear in a series of radio and television PSAs.

Granholm used the event to underscore the partnership between Travel Michigan and the Michigan travel and tourism industry.

“Travel and tourism in Michigan are always among Michigan’s top three industries,” Granholm said. “We recognize that we need to boost tourism from inside and outside our

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state to support those jobs and businesses...and the industry is reaching out to the state to help us help boost the economy. This is an outstanding example of the private sector partnering with the state to work toward the same goal – improving our economy.”

Thanks to the partnership between the travel industry and Michigan, the travel promotion initiative is made possible at no cost to taxpayers. The PSAs will be developed and produced at no cost to taxpayers. Comcast cable, the Jack Loeks Theatres/Celebration! Cinema, and radio and television stations across Michigan will air the PSAs at no cost to the state. In addition, Viacom Outdoor will donate billboards promoting summer Michigan travel.

Overall, the private sector has committed \$960,000 to the Travel Michigan advertising program this summer, marking the largest investment in state-level tourism promotion in years. This summer, Travel Michigan has nine advertising partnerships with local tourism promotion organizations from across the state.

“In-state and out-state tourism is crucial to our economy in Michigan,” said George Zimmermann, vice president of Travel Michigan. “The in-state market accounts for some 57 percent of all leisure travel in Michigan, while travelers spend more than \$12.8 billion annually exploring our great state. Visitor spending accounts for 173,000 Michigan jobs and \$812 million in state and local taxes.”

“The reinvigorated travel and tourism advertising program will help drive more visitors to our state,” Granholm stressed, “and it will remind Michigan residents of the travel and tourism opportunities that surround them right outside their doors.”

For more information about traveling in Michigan, visit michigan.org or call toll-free (888) 78-GREAT (784-7328). The official travel web site for the State of Michigan, michigan.org features a variety of recreational activities, getaways, and seasonal discount packages. Visitors to the site can subscribe to Travel Michigan’s free monthly e-newsletter with personalized up-to-date information on Michigan travel news, promotions, packages and last-minute specials.

Travel Michigan, a division of the Michigan Economic Development Corporation, is the State of Michigan’s official agency for the promotion of tourism. Travel Michigan markets the state’s tourism industry and provides valuable visitor information services.

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